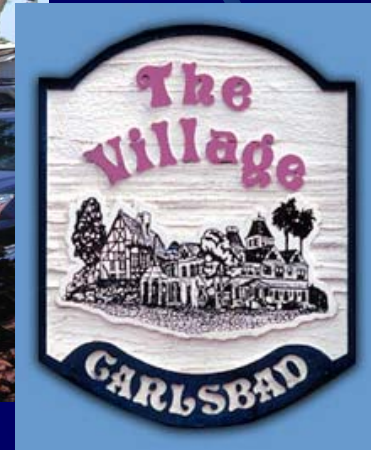


# Development Standards Revisions Carlsbad Village Redevelopment Area

## Continuing the Story: Building an Urban Village



**Urban Village...***the brilliance of the phrase is that it sums up our coexisting desires for autonomy and community. We want the quiet, tree-lined street with quick access to the global market. We desire a place of repose as well as a place of activity. This tension in human relations with the environment is an old one.*

*Interesting places grow and evolve out of the intelligence of thousands of people over many years....*

*David Sucher – City Comforts*



David Sucher's  
*City Comforts –  
How to Build an  
Urban Village*



# Village Redevelopment Area

District 1: Village Center

District 2: Office Support

District 3: Freeway Commercial

District 4: Residential Support

District 5: Mixed Use Support

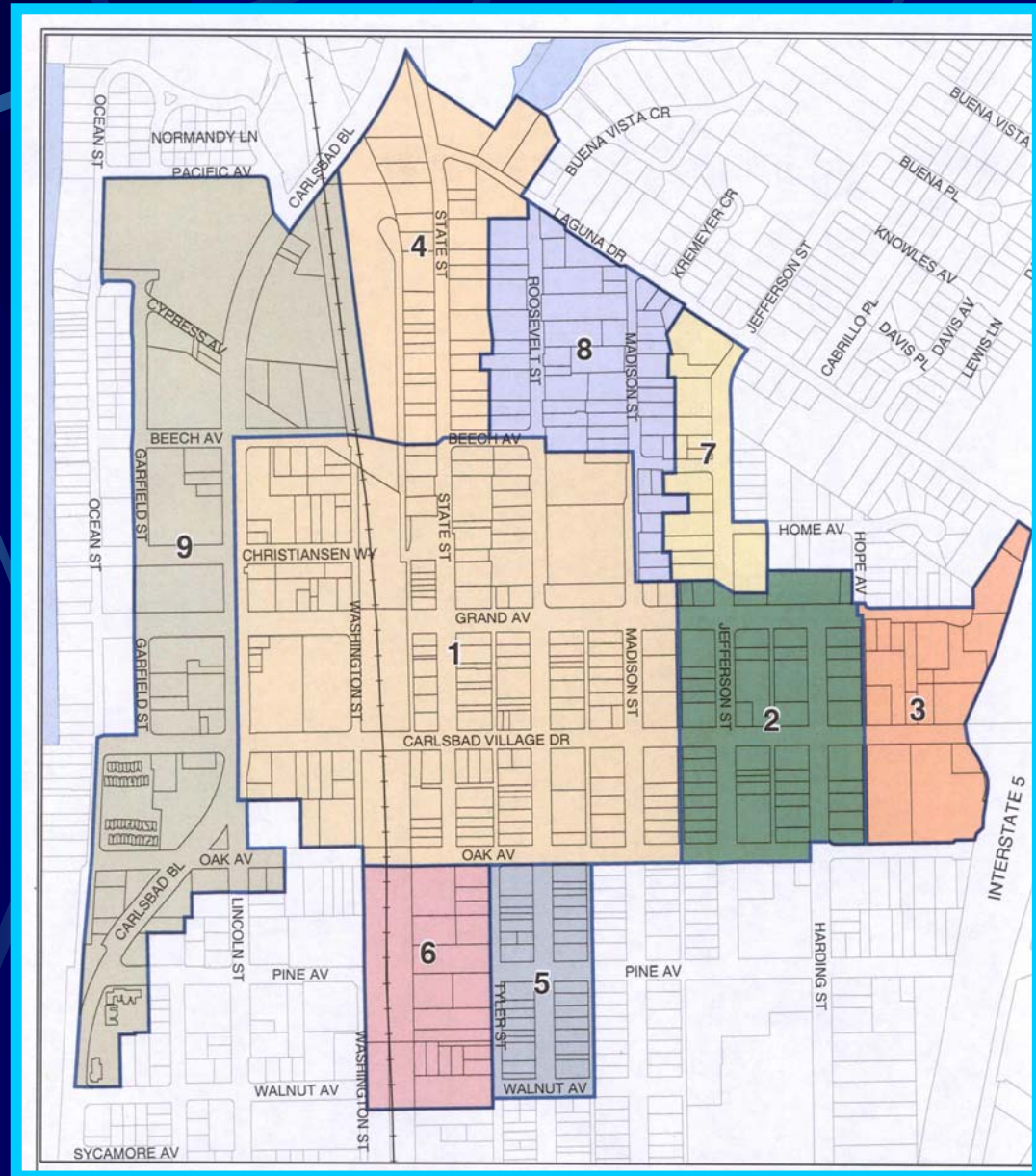
District 6: Service Commercial Support

District 7: Office Support

District 8: Residential Support

District 9: Tourism Support

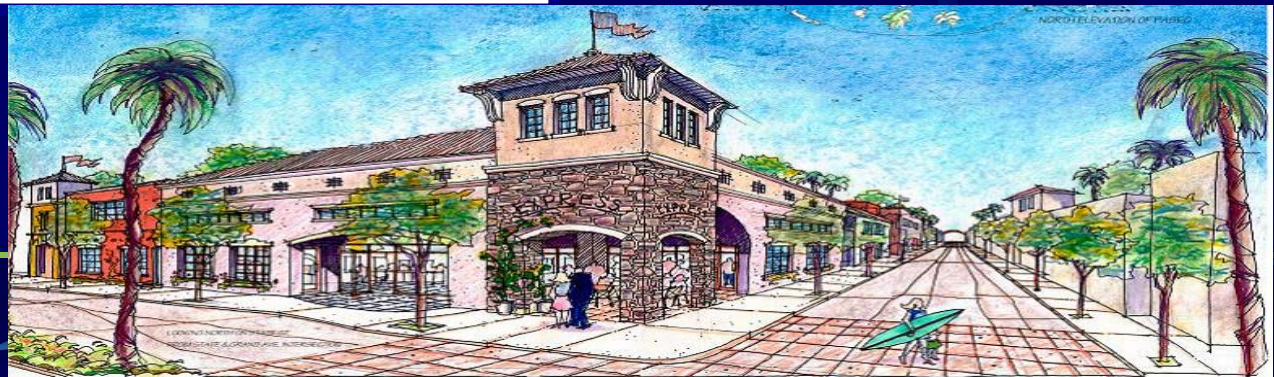
**Village Master Plan Adopted 1995 –  
Sets Forth Vision, Land Uses,  
Development Standards & Design  
Guidelines**





# Village Vision

Illustrative Vision of North State Street  
North from Grand Avenue along Alley & NCTD Property



# Village Public Projects

- Code Enforcement
- Commercial Rehab loans
- Facade Improvement Grants
- Off-Street Parking (300 spaces/5 lots)
- Beautification Projects
- Plans & Studies
- Streetscape Improvements
- Street Furniture & Landscape Planters
- Marketing Materials & Promotional Events
- Property Acquisition
- Senior Center & Affordable Housing

**Approximately \$26 million to date**



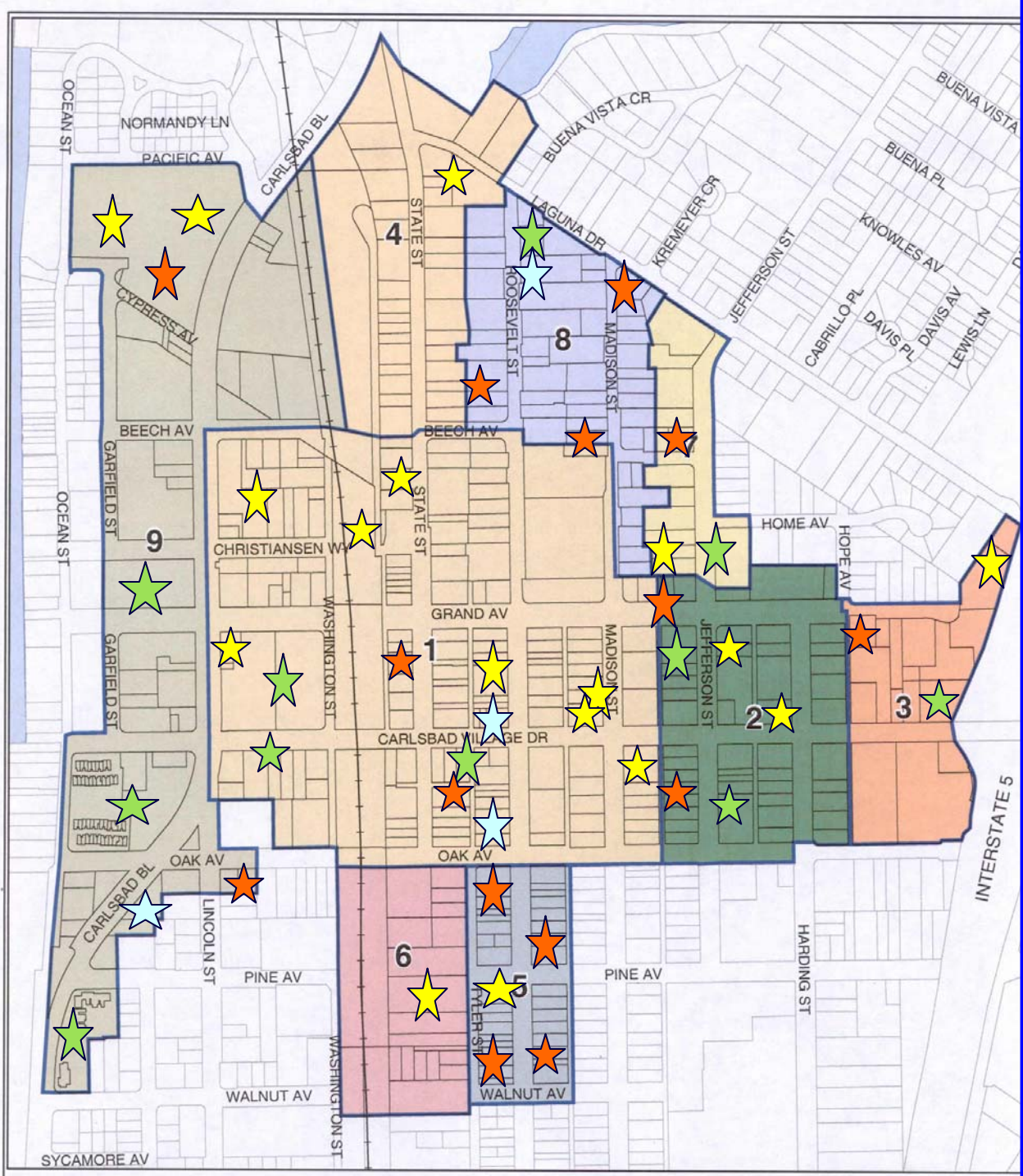
★ 1981-1995  
Projects (11)

★ 1995 - 2006  
projects (17)

★ Approved  
Projects (15)  
Pending  
Construction

★ Applications  
(4)

New (Private)  
Construction



# Redevelopment to Date

1981-95	1995-2006	Approved	Pending
Motel 6	Extended Stay	Salmen Insurance	CBVD Mixed Use
Jefferson House I & II	76 Station & Carwash	Tuscany Office Suites	DKN/Marriott Hotel
Brittany Court Offices	Laguna Pointe Condos	Madison Condos	Army & Navy Academy MP
Village Faire	Village by the Sea Mixed Use	Roosevelt Mixed Use Projects	Roosevelt Garden Condos
Carlsbad Inn	Commuter Rail Station	Lincoln & Oak Mixed Use	....more in works
Tamarack Beach Resort	Pine Avenue Condos	State Street Mixed Use	
....more	....more	....more	



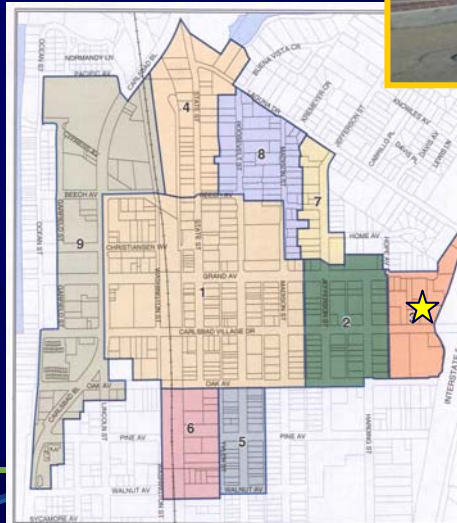
# Motel 6/Chevron/Denny's



Before



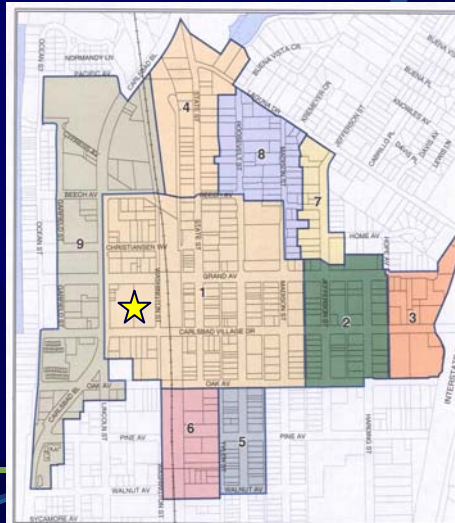
After



# Carlsbad Village Faire



Before

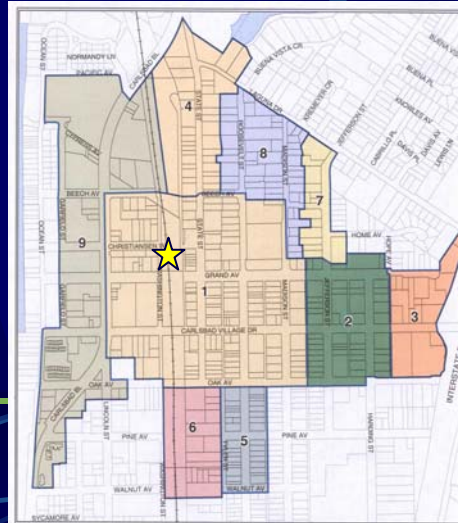


After



# Commuter Rail Station

Before

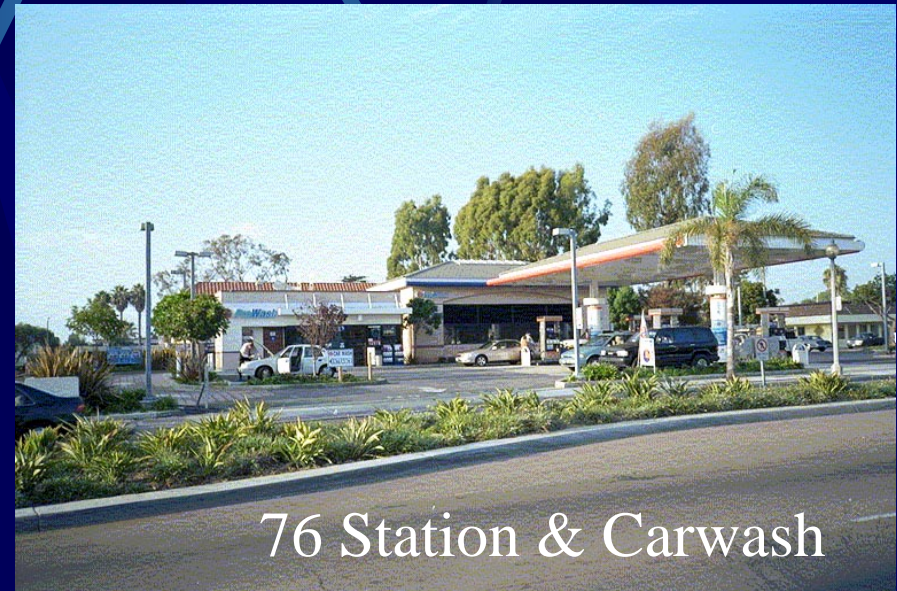




## Other Redevelopment...



## Roosevelt Retail





# PIZZA PORT



# STARBUCKS



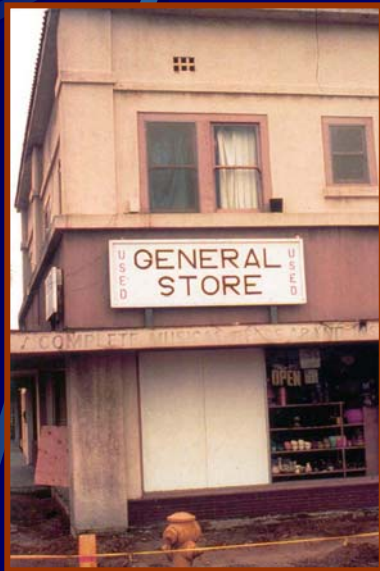


# VERA CRUZ FISH HOUSE



- Since 1981, seedy bars and rundown establishments have been replaced with an assortment of shops, businesses and restaurants.

**Approximately \$258 million  
in private investment to date**



**Before**



**After**

What can we do to encourage more redevelopment to occur?

# Review Development Standards for Village

- Completed financial scenarios on impact of development standards.
- Consulted with developers/property owners and architects.
- Reviewed previous and current project applications.
- Researched standards of other coastal cities in Southern California.
- Visited other *Urban Village* areas and researched their development standards.



# Current Standards

- **Setbacks: 0'-20'**
- **Open Space: 20%**
- **Building Coverage: 50% to 100%**
- **Parking: Varies by Use**
- **Density: 15 to 23 du/acre; 19 GMCP**
- **Height: 30' - 45'**
- **PD Standards - condos**



# Existing Projects



**Kent Jesse Office**

**Meet  
current  
standards**



**Laguna Pt Condos**

**Constructed  
within last 2 to 3  
years**



**Village by the Sea**



# Existing Projects



**Extended Stay**



**Carlsbad Inn**



**Village by the Sea Retirement Community**

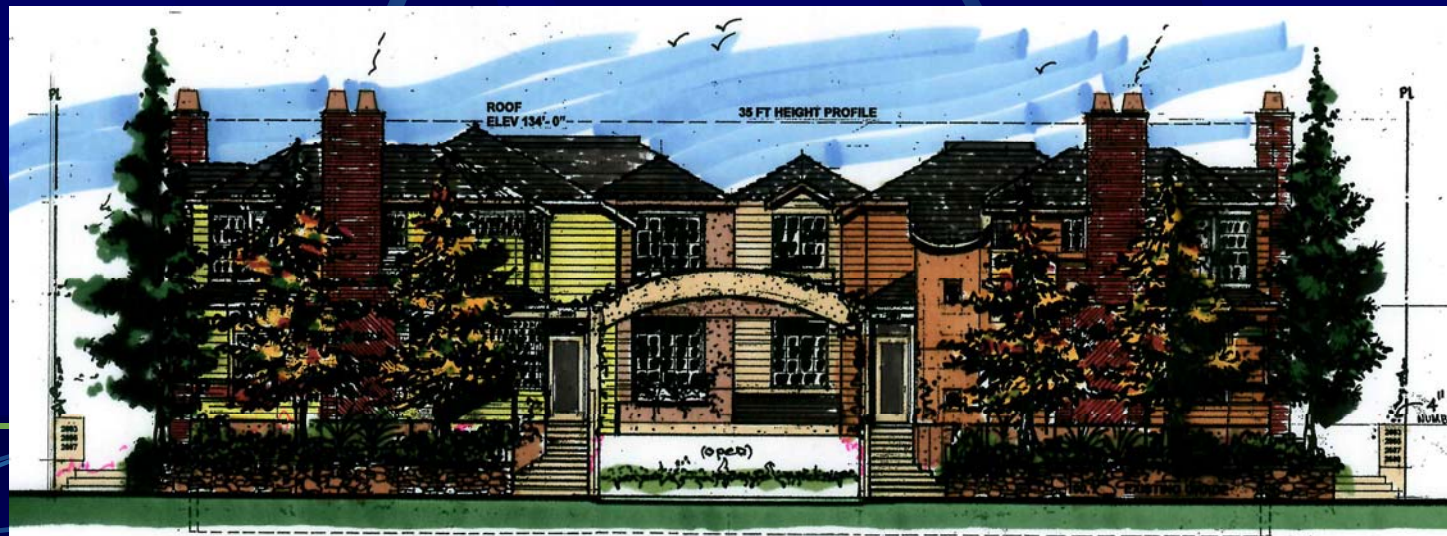


# Proposed Projects



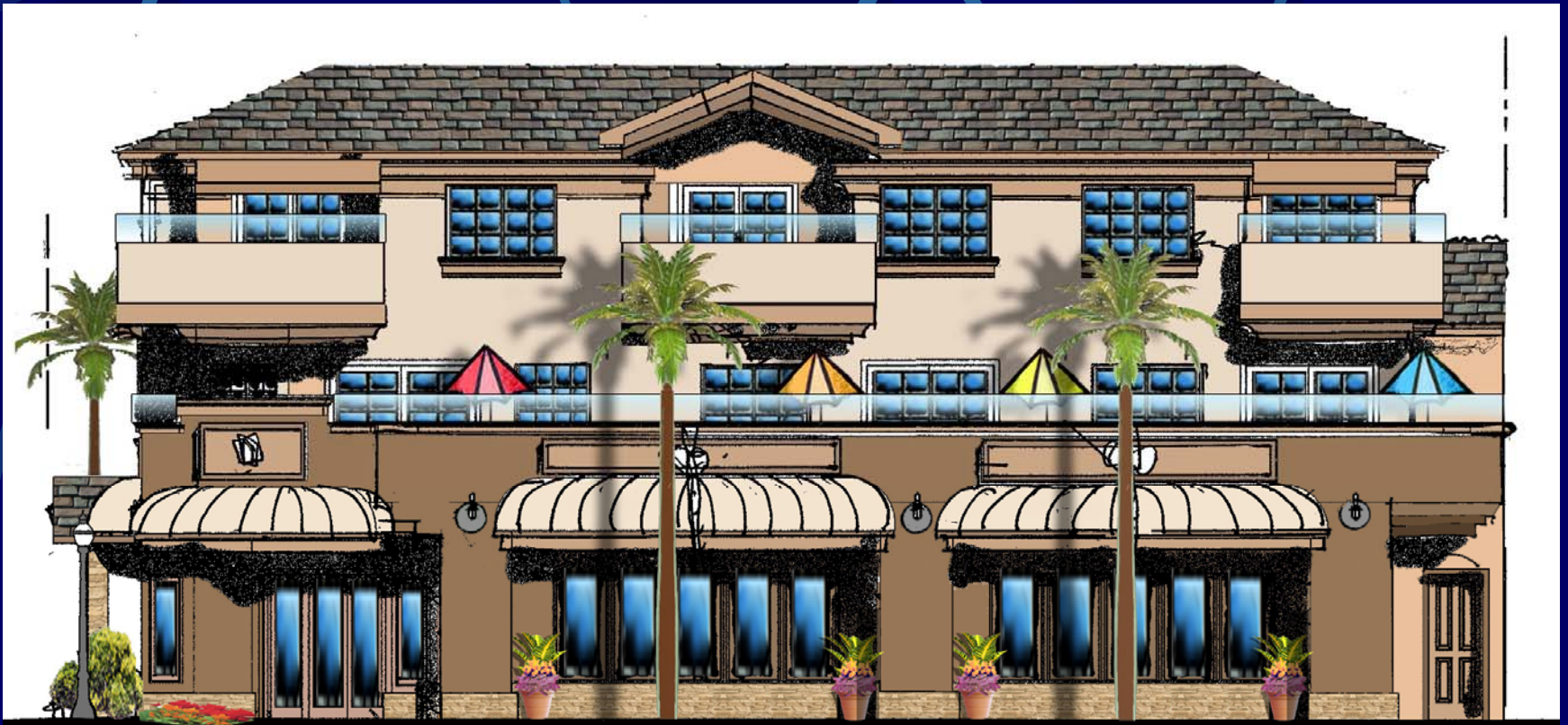
Casa Cobra Mixed Use – Roosevelt Street

Roosevelt St. Town Homes





# State Street Mixed Use Proposed Project





# Economic Feasibility Study

- Escalating land values & construction costs are outpacing sales income & lease revenue.
- Need to allow larger floor area to provide additional revenues to offset building construction costs.
- Consider revisions to height, setbacks, building coverage and parking.

# Standards Comparison

- Carlsbad
- Del Mar
- Encinitas
- Oceanside
- Solana Beach
- Laguna Beach
- San Clemente

- Carlsbad Village Standards are comparable to other cities surveyed or more liberal in most cases.







Irvine, Ca.

Carmel, Ca.



Walnut Creek, Ca





**Salem, Ma**



**Whistler Village, Canada**  
**Santana Row – San Jose, Ca**







The “District” at Green Valley  
Henderson, Nevada



# Parking Requirements

- Excessive Parking can:
  - Discourage alternative modes of transportation
  - Reduce Density and/or Intensity of Development
  - Increase the Cost of Development
  - Create an uninviting built environment
  - Degrade the natural environment

*-Parking Standards by Michael Davidson  
and Fay Dolnick*



# Parking Requirements

- Determining appropriate amount of off-street parking is both an art and a science, and is done within a political context.
- Goals for the Village should be considered in setting parking requirements.
  - Goal: Increase use of public transit
  - Parking Requirement: Reduced by 10% if project within 600 ft of public transit.

*-Parking Standards by Michael Davidson  
and Fay Dolnick*

# Design Review

- Should not be concerned solely with the external appearance of the built environment, but rather with how people actually use it.
- Design review allows the public realm to be re-established and reinforced.
- A means to obtain development that strengthens community quality and character.

- *Design Review* by Mark L. Hinshaw

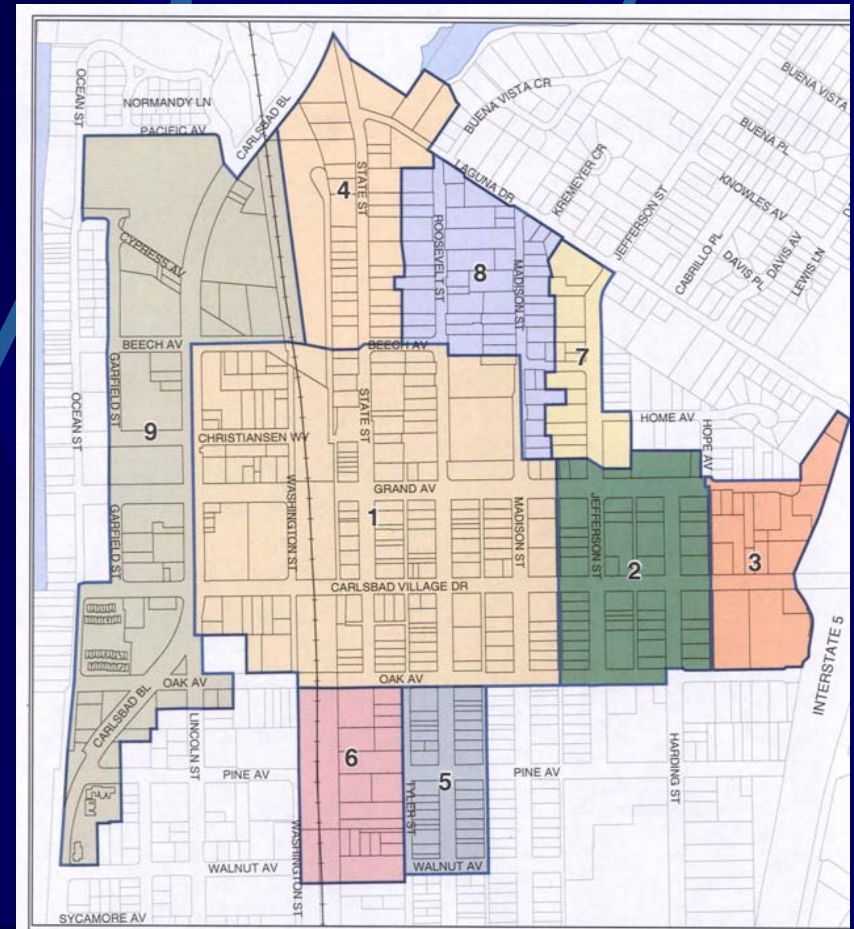


# Feedback/Study Findings

- Parking requirements difficult to meet.
- Density too low.
- Reduced setbacks and increased building coverage allowance is desirable.
- Planned Development Standards are not appropriate for Village.

# Proposed Revisions/Actions

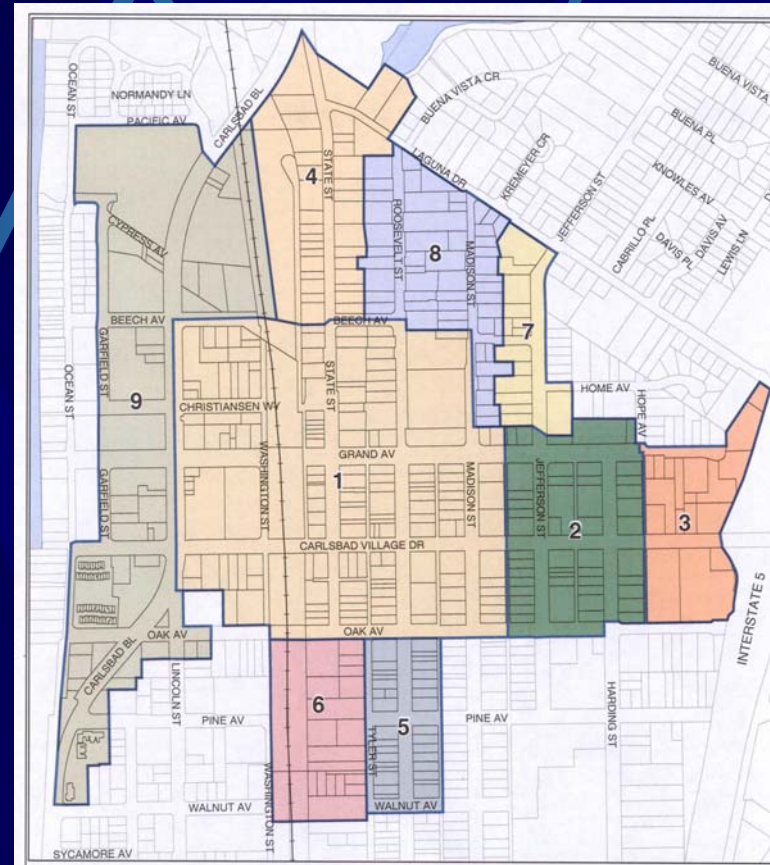
- **Setbacks (Front 0 feet – 1<sup>st</sup> floor; Front average 10 feet minimum for 2<sup>nd</sup> and above floors; Side and Rear – 0 ft all floors; Districts 1-4)**
- **Building Coverage (100%; Districts 1-4)**
- **Height to 45' (Districts 1-4)**
- **Roof Pitch (None – all Districts)**
- **Facade modulation and pitched roof will be encouraged as a design feature.**





# Proposed Revisions/Actions

- No guest parking for residential (.5 space); restaurant at 1:200 (all Districts)
- Change all parking requirements to be calculated on net floor space rather than gross floor space.
- Allow parking credit for any existing building on a site.
- Tandem parking for residential (all Districts)
- Creative parking solutions (all Districts – as deemed appropriate)



# Parking Example

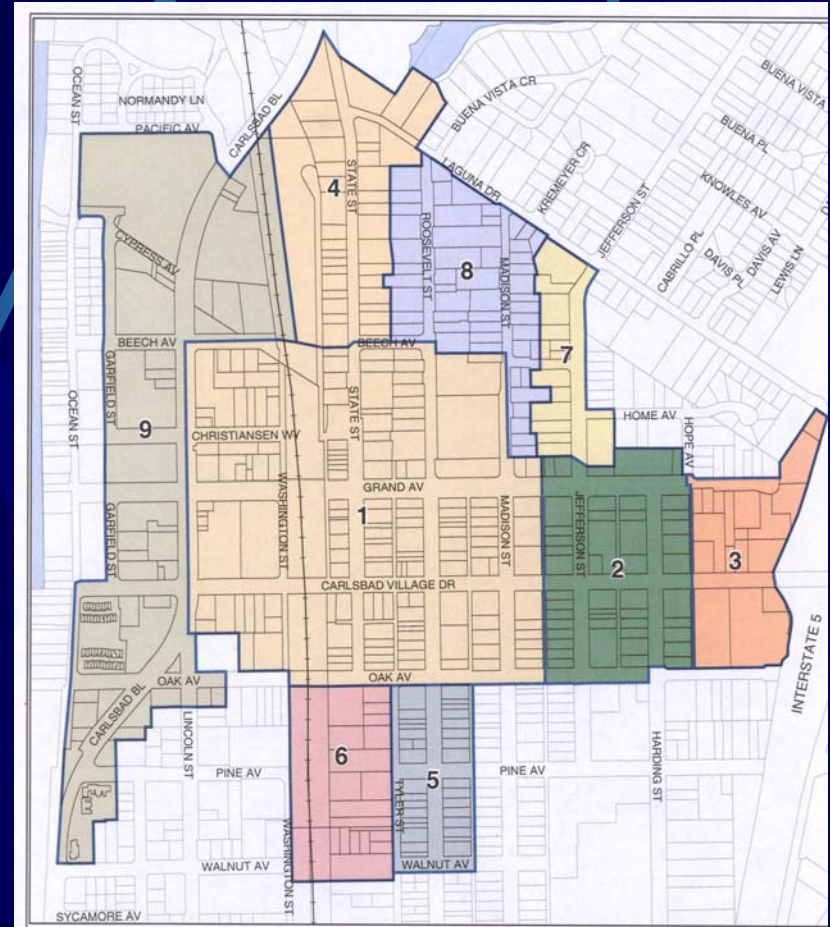
New Mixed Use Project: 3000sf retail; 1000sf restaurant; 20 condos (2 bdr). On-site: 1000sf existing retail building.

Current Rules	Proposed Rules
<b>Parking Required:</b> <b>10 spaces for retail</b> <b>10 spaces for restaurant</b> <b>25 spaces for condos</b>	<b>Parking Required:</b> <b>10 spaces for retail</b> <b>5 spaces for restaurant</b> <b>20 spaces for condos</b>
<b>Parking Provided:</b> <b>45 spaces total</b>	<b>Parking Provided:</b> <b>32 spaces total</b> <b>(Incl. 3 space reduction for existing 1000 sf retail bldg on site)</b>



# Proposed Revisions/Actions

- **Eliminate Planned Development Standards (all Districts)**
  - Minimum driveway width (24ft)
  - Recreational Vehicle Storage
  - Recreational Space
  - Separate Storage Space
  - Minimum building separation
  - Minimum Patio size
- **Density up to 40 to 50 du/acre**



# Increasing Density

- Increasing the number of residential units in the Village is good business.
- Increasing the number of residential units in the Village helps to create the desired 7/24 living environment.
- Increasing density may ultimately reduce the size of units and subsequently increase their affordability (with enough of them).





**Small Site**

**10,113 sf**

**.23 acre**

**Large Site**

**30,340 sf**

**.70 acre**

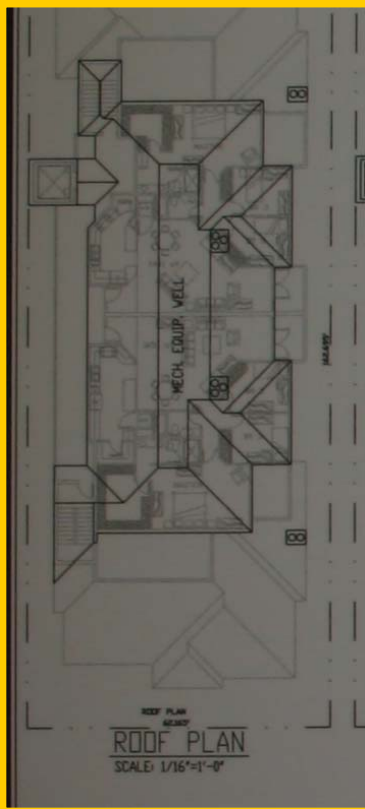
**State Street – Carlsbad**



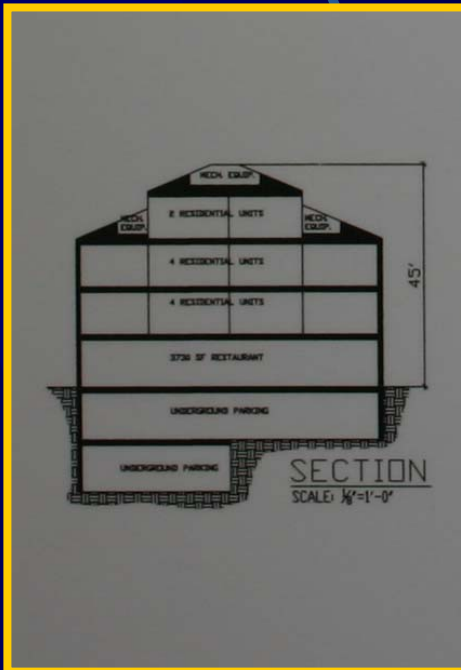
Proposed Standards

STREET ELEVATION  
SCALE: 1/4"=1'-0"

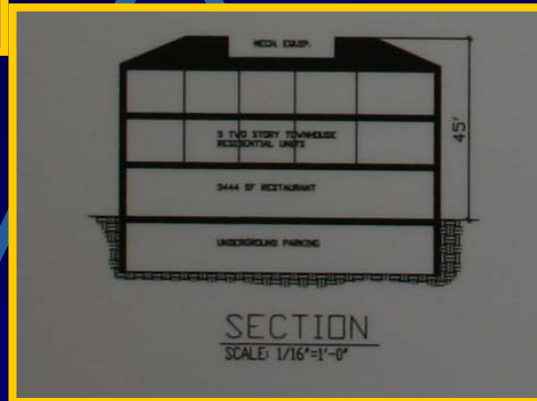
## Small Site



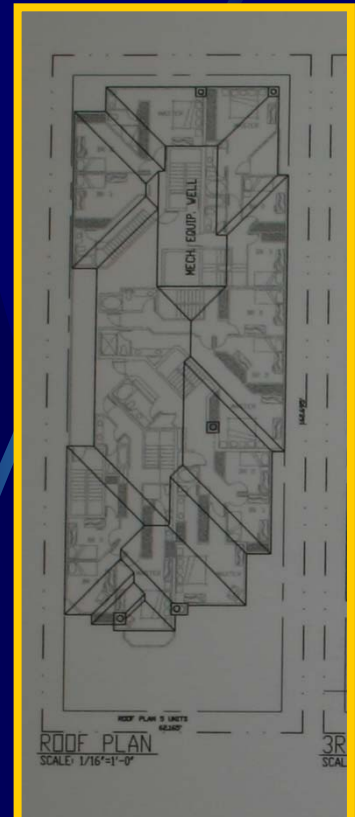
ROOF PLAN  
SCALE: 1/16"=1'-0"



SECTION  
SCALE: 1/4"=1'-0"



SECTION  
SCALE: 1/16"=1'-0"



ROOF PLAN  
SCALE: 1/16"=1'-0"

3R  
SCALE

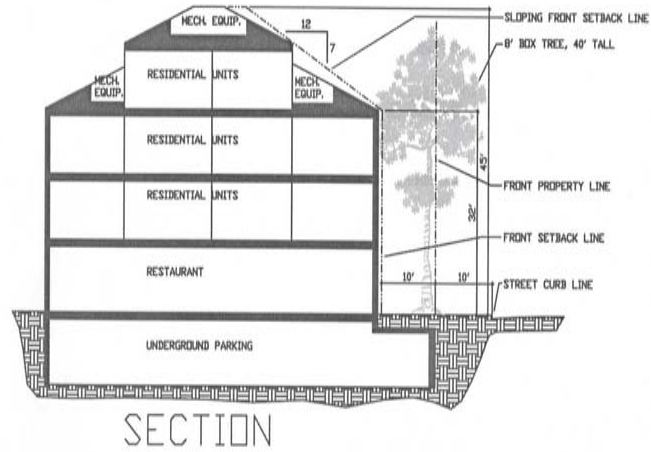


Current Standards

STREET ELEVATION  
SCALE: 1/4"=1'-0"



# Large Site



## Current Standards



## Proposed Standards









Current Standards  
– Small Site

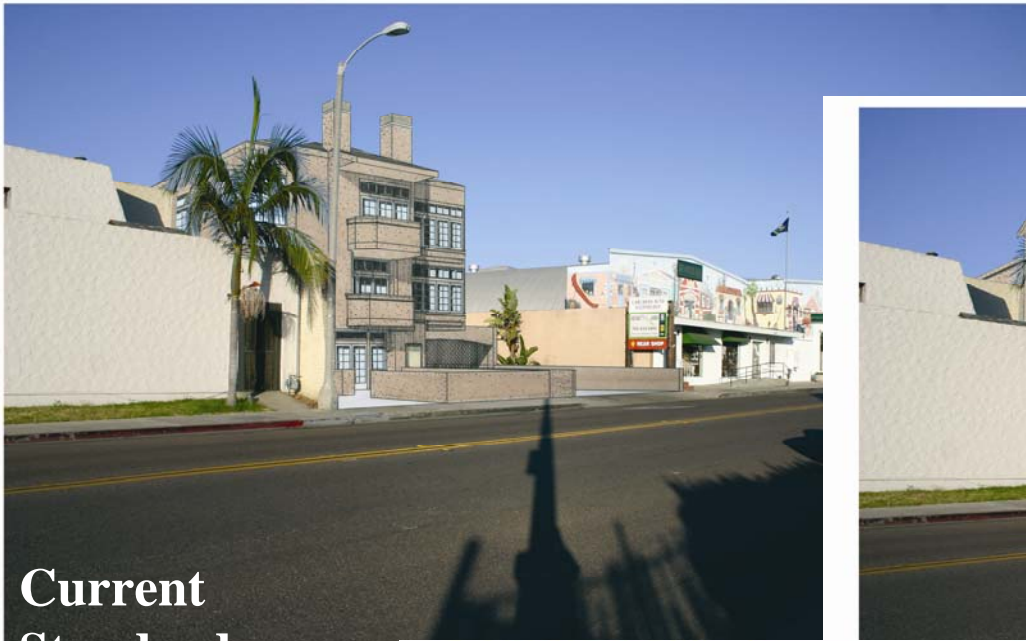




Proposed Standards – Small Site



## Small Site



**Current  
Standards**



**Proposed  
Standards**



**Proposed  
Standards**



**3444sf restaurant  
with off-site parking**

**5 town homes with  
13 on-site residential  
parking spaces**



**3730 sf restaurant  
with off-site parking**

**10 town homes with  
20 on-site residential  
parking spaces**





Current Standards – Large Site





Proposed Standards – Large Site





**Current Standards**

## Large Site

4000 sf restaurant & 9387 sf commercial with 28 parking spaces on site & 44 spaces off-site

16 townhomes with 40 residential parking spaces on-site (underground)



**Proposed Standards**



**Proposed Standards**

4000 sf restaurant & 10,718 sf commercial with 8 parking spaces on site & 48 spaces off-site

30 townhomes with 60 residential parking spaces on-site (underground)




# Headlines



- More than double the density permitted; GMCP from 19 du/acre (range 15-23du/acre) to 45 du/acre (range 40 to 50 du/acre).
- Reduce parking requirements - no guest parking required for residential & reduce restaurant parking by 50%.
- Change how parking is calculated (net vs. gross), and credit for existing buildings.
- More creative parking solutions (in-lieu fee, lifts, tandem, etc)
- Increase “intensity” of development
- Encourage buildings closer to sidewalk
- Unique design for Village

# What Next?

- Consider the proposed revisions.
  - Review the exhibits.
  - Ask questions.
  - Provide comments.
- 

CITY OF CARLSBAD  
CARLSBAD REDEVELOPMENT AGENCY  
VILLAGE DEVELOPMENT STANDARDS WORKSHOP  
JANUARY 25, 2007

Name (Optional): \_\_\_\_\_

Address (Optional): \_\_\_\_\_

Telephone No. (Optional): \_\_\_\_\_

E-Mail Address (Optional): \_\_\_\_\_

If you would like to receive information about future workshops, public hearings, etc. on the development standards for the Village, please complete the above information. If you would rather remain anonymous, the above information is not necessary. However, we would greatly appreciate the following information to help with our understanding of community issues related to the Village development standards:

Please mark all below that apply to you:

- |   |  |
|---|--|
| <input type="checkbox"/> Northwest Quadrant City Resident                 | <input type="checkbox"/> Lived within the City for less than 1 year.   |
| <input type="checkbox"/> Northeast Quadrant City Resident                 | <input type="checkbox"/> Lived within the City for 1 to 5 years.       |
| <input type="checkbox"/> Southwest Quadrant City Resident                 | <input type="checkbox"/> Lived within the City for 6 to 10 years.      |
| <input type="checkbox"/> Southeast Quadrant City Resident                 | <input type="checkbox"/> Lived within the City for more than 10 years. |
| <input type="checkbox"/> Property Owner within the City (Outside Village) | <input type="checkbox"/> Visit the Village 4 or more times a month.    |
| <input type="checkbox"/> Property Owner within the Village of Carlsbad    | <input type="checkbox"/> Visit the Village 8 or more times a month.    |
| <input type="checkbox"/> Business Owner within the City (Outside Village) | <input type="checkbox"/> Visit the Village 12 or more times a month.   |
| <input type="checkbox"/> Business Owner within the Village of Carlsbad    | <input type="checkbox"/> Work in the Village.                          |
| <input type="checkbox"/> Land Use or Development Consultant               | <input type="checkbox"/> Live in the Village.                          |
| <input type="checkbox"/> Developer or Contractor/Builder                  | <input type="checkbox"/> Member of Carlsbad Village Business Assoc.    |
| <input type="checkbox"/> Real Estate Agent/Broker                         | <input type="checkbox"/> Member of Chamber of Commerce                 |

Please provide any comments you have on the proposed revisions to the development standards for the Village Redevelopment Area. Please note any comments of support, concerns, objections, suggestions for other changes or different revisions and/or any other information you may wish to provide as to the future vision or physical design of the Village Area. Please use other side of this form for additional comments. Comments:

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